

**CBS TELEVISION STATIONS
PUBLIC FILE**

DATE: 8/31/12

CONTACT: Kurt Snow
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916 473 8866 x 6

AGENCY: GM Gateway Media
2150 River Plaza Drive
Siote 150
Sacramento, CA 95833



TEL: 2012 MA PRIMARY/GENERAL ELECTION
MASSACHUSETTS STATE BALLOT ISSUE
FAX: **CANDIDATE:**
OFFICE:

Political Party:

COMMITTEE: MA ALLIANCE AGAINST
ASSISTED SUICIDE

Address: Box 550121
Waltham
MA 02455

TEL: 617 440 7572
FAX:
WEB:

Chairman:

Treasurer: Thomas Harvey, Treasurer

Nature of Request:
8/31/12

Disposition of Request: { X } Program Availabilities { X } Rates
Disposition of Request for Legally Qualified Candidates { } Rates Lowest Unit Rates
{ } Disclosures

If the invoice has not been placed in this file at the time of request, information as the precise times and dates on which particular spots were aired may be immediately obtained from the stations program logs upon request during station business hours



2150 River Plaza Drive, Suite 150
Sacramento, CA 95833

Media Buyer: Kurt Snow
Client: No on Question 2
Committee Name: Massachusetts Alliance Against Assisted Suicide
Committee Address: P.O. Box 550121, Waltham, MA 02455
Phone: 617-440-7572
Treasurer: Thomas Harvey
Election Date: November 6, 2012

AVAILABILITIES REQUEST - TV

PLEASE NOTE:

- 1) Please submit electronically via XML or TAM XML file. Please also include a spreadsheet or PDF of the avails, as well.
- 2) If your station plans to change rates weekly, then include each rate, for each program, with the start and end date.
- 3) Use abbreviations for daypart codes: EM, DT, EF, EN, PA, PT, LN, LF, WK.

*sent
8/31
445 p*
A) Length: :30

B) Flight Dates: 10/15 – 11/5

C) Book: May '12 adjusted to October/November '11

D) Demo: Adults 35+

E) Programs/Rates:

- I subscribe to Nielsen, however, I will need ratings information for the following:
 1. For new programs not listed in the May/Oct/Nov book, please provide an estimate, and rationale for the estimate
 2. For seasonal programs or specials, e.g. football, award shows, etc., provide the number achieved in the prior year/period.
- Provide movie titles, specials, sports programs

F) Markets: Boston, MA; Springfield, MA

G) Due: E-mail (kurt@gatewaymedia.us) by August 30